REMARKS

This RCE is presented following an Interview with the Examiner on 2 August 2007. Applicant thanks the Examiner for his Courtesy in extending the opportunity for an interview following Final Rejection. The result of the Interview being that the claims as previously presented, appeared to distinguish over the prior art as cited. The Examiner requested that he be permitted to perform a further search to confirm patentability.

I. Rejection under 35 U.S.C. 103(a)

Claims 1-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent 6,430,541 – Brown et al. in view of U.S. Patent 5,740,425 – Povilus.

Amended claim 1 recites a method for "determining identifier codes for an object associated with a plurality of identifier codes by a corresponding plurality of entities" comprising "receiving a first message supporting a commercial transaction and including at least a first identifier code identifying an object, said first identifier code being associated with a first entity; extracting said first identifier code from said received first message; accumulating, in a first database, object identifier code mapping information from identifier codes derived from data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction; generating a plurality of messages incorporating said extracted first identifier code, said plurality of messages being for initiating a search of a plurality of different identifier code databases including said first database, said databases linking said first identifier code associated with said first entity to corresponding different identifier codes identifying said object, said different identifier codes being associated with entities different to said first entity; and receiving said different identifier codes corresponding to said first identifier code in response to communicating said plurality of messages". These features are not shown (or suggested) in Brown with Povilus.

The method of amended claim 1 dynamically translates a code or identifier used by a first entity (such as a first company) to identify an object such as a product, service or resource, to multiple corresponding codes or identifiers used by another entity (such as other companies) using multiple code mapping databases (Application page 2 lines 15-17). Specifically, the method involves "generating a plurality of messages incorporating" an "extracted first identifier code, said plurality

of messages being for initiating a search of a plurality of different identifier code databases" including a "first database" derived by "accumulating...object identifier code mapping information from identifier codes derived from data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction".

The system addresses the problems involved in effecting commercial transactions that arise through attempted integration of disparate computer systems where a retailer, one or more distributors and a manufacturer employ different identifier codes for the same part, for example (Application page 1 lines 15-30). The claimed system "alleviates the need to manually synchronize different identifier code mapping databases and files" (Application page 6 lines 17-19). Further, multiple identifier code mapping databases "are advantageously updated using received identifier codes". The system advantageously **accumulates**, in a first database, object identifier code mapping information from identifier codes **derived from** data representing messages supporting **commercial transactions** and sent between entities desiring to effect a commercial transaction". The system also generates a "plurality of messages incorporating said extracted first identifier code, said plurality of messages being for initiating a search of a plurality of different identifier code databases including said **first database**".

In contrast, Brown teaches a system for monitoring absent items from inventory and automatically transferring search requests to multiple independent product databases each respectively associated with one of multiple retailers. Specifically, the system includes a database of universal identifiers for multiple on-line retailers. The on-line retailers are collected into the database according to certain criteria. Povilus describes an electronic product catalog publishing system.

Brown does NOT concern mapping object (e.g. product) identifiers between different companies at all. Brown mentions identifiers of retailers (col. 6 lines 52-56 -"In particular, market controller application 48 transmits **universal identifiers**, that are alphanumeric identifiers such as **web page identifiers**, for the on-line retailers with the search request to universally accessible database 60"). Further, in Brown col.6 lines 55-60, "each of the universal identifiers is looked up in an identifier directory 62 that includes a **network address** for a market server system from among market server systems 70*a*- 70*n* that is respectively associated with each of the multiple universal identifiers". This enables "Product offers" to be "received from market server systems 70*a* -70*n*" (col. 6 line57 to col.7 line 1). Therefore the

transmitted "**universal identifiers**" comprise "**web page identifiers**" that are associated with **Network addresses** NOT product identifiers associated with other product identifiers.

Brown (with Povilus) searches for retailers having a Userid e.g. "system **10** transmits a product search request for a **user** with a universal identifier of "georgeg.retro"", Col. 4 lines 40-42. Brown (with Povilus) nowhere suggests generating a "plurality of messages" incorporating identifier codes extracted from the commercial transaction messages, for "initiating a search of a **plurality** of different identifier code databases" to acquire "different identifier codes corresponding to said first identifier code in response to communicating said plurality of messages". Brown (with Povilus) nowhere suggests "**accumulating**, in a first database, **object identifier code mapping information** from identifier codes **derived**" (extracted) "**from** data representing messages supporting **commercial transactions** and sent between entities desiring to effect a commercial transaction".

The Povilus database relied on includes a single manufacturer identifier for a product and does not link different identifiers for a single product used by different manufacturers (col. 3 lines 45-48 "product database including a listing of SKUs, each SKU corresponding to a product or a component of a product, the product database further including product information for each associated SKU"). In discussing Figure 16 Povilus mentions the product database may link to other databases but provides no description or suggestion of such a feature. Further, including the Povilus database in the Brown system merely provides a system for acquiring identifiers for retailers and associated searchable retailer information. Such a combined system nowhere suggests "**accumulating**" "**object identifier code mapping information" derived from commercial transaction messages**. Such a system also fails to suggest generating a "plurality of messages" incorporating identifier codes extracted from the commercial transaction messages, for "initiating a search of a **plurality** of different identifier code databases" to acquire "different identifier codes corresponding to said first identifier code in response to communicating said plurality of messages". Consequently withdrawal of the rejection of claims 1 under 35 USC 102(e) is respectfully requested.

Dependent claim 2 is considered to be patentable based on its dependence on claim 1. Claim 2 is also considered to be patentable because Brown with Povilus does not show (or suggest) "accumulating, in a first database, object identifier code mapping information from identifier codes derived" from "messages

supporting commercial transactions and sent between entities desiring to **effect** a commercial **transaction**" that "comprise **purchase** or **sale** of **goods** related **transactions** and including the activity of updating said plurality of databases to incorporate said different identifier codes identifying said object". Brown with Povilus as explained in connection with claim 1, does not discuss, mention or contemplate "accumulating, in a first database, object identifier code mapping information from identifier codes derived" from "messages supporting commercial transactions and sent between entities desiring to **effect** a commercial **transaction**" that "comprise **purchase** or **sale** of **goods** related **transactions**".

Dependent claim 3 is considered to be patentable based on its dependence on claim 1. Claim 3 is also considered to be patentable because Brown with Povilus does not show (or suggest) the feature combination of claim 3 in which "said mapping information supports translation of an identifier code within a message as the message passes through an interface processor". This feature is not shown or suggested for reasons given in connection with claims 1, 2 and 4.

Dependent claim 4 is considered to be patentable based on its dependence on claims 1 and 3. Claim 4 is also considered to be patentable because Brown with Povilus does not show (or suggest) "communicating said plurality of messages to applications useable for initiating a search of said plurality of different remote identifier code databases and wherein said mapping information supports translation of an identifier code within a message as the message passes through an interface processor **without any action** affecting the translation by either a **sending** system or **receiving system**". The claimed system as shown in Figure 12 of the Application, for example, advantageously translates identifiers WITHIN messages as they pass through an interface processor (900), WITHOUT any action or knowledge thereof by either the sending system (700) or receiving system (710). This feature provides transparent and automated mapping of identifiers, WITHOUT requiring changes to either a sending or receiving application. These features are nowhere contemplated or suggested in Brown with Povilus.

Dependent claim 5 is considered to be patentable based on its dependence on claim 1.

Dependent claim 6 is considered to be patentable based on its dependence on claims 1 and 5. Claim 6 is also considered to be patentable because Brown with Povilus does not show (or suggest) the feature combination of claim 6 in

which "said prioritized search of said database searches first for a purchaser product identifier code identifying said object and subsequently for a manufacturer product identifier code identifying said object".

Dependent claim 7 is considered to be patentable based on its dependence on claim 1. Claim 7 is also considered to be patentable because Brown with Povilus does not show (or suggest) the feature combination of claim 7 involving "deriving said first identifier code and a corresponding third identifier code identifying said object from said received first message" supporting a "*commercial transaction*", and "said generating activity generates a plurality of messages incorporating said derived first and third identifier codes".

Dependent claim 8 is considered to be patentable based on its dependence on claims 1 and 7. Claim 8 is also considered to be patentable because Brown with Povilus does not show (or suggest) the feature combination of claim 8 including "deriving said first identifier code and a corresponding third identifier code identifying said object from said received first message" supporting a "*commercial transaction*" and "said first identifier code comprises a purchaser product identifier code and said third identifier code comprises a manufacturer product identifier code and a message of said plurality of messages initiates a prioritized search of a database involving searching first for said purchaser product identifier code and subsequently for a manufacturer product identifier code". Brown with Povilus does not show (or suggest) the feature combination of claim 8, involving "deriving said first identifier code and a corresponding third identifier code identifying said object from said received first message" supporting a "*commercial transaction*", and "said generating activity generates a plurality of messages incorporating said derived first and third identifier codes".

Dependent claim 9 is considered to be patentable based on its dependence on claim 1 and for reasons given in connection with claims 3 and 4. Claim 9 is also considered to be patentable because Brown with Povilus does not show (or suggest) "accumulating, in a first database, object identifier code mapping information" that "supports translation of an identifier code within a message as the message passes through an interface processor **without** any **action affecting** the **translation** by either a **sending** system or **receiving** system" by deriving "identifier codes" from "data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction".

Dependent claim 10 is considered to be patentable based on its dependence on claim 1 and for reasons given in connection with claims 3 and 4. Claim 10 is also considered to be patentable because Brown with Povilus does not show (or suggest) "accumulating, in a first database, object identifier code mapping information" by deriving "identifier codes" from "data representing messages "effecting commercial transactions including purchase or sale of goods".

Dependent claim 11 is considered to be patentable based on its dependence on claim 1.

Dependent claim 12 is considered to be patentable based on its dependence on claim 1.

Dependent claim 13 is considered to be patentable based on its dependence on claim 1. Claim 13 is also considered to be patentable because Brown with Povilus does not show (or suggest) the feature combination of claim 13 in which "messages supporting commercial transactions are messages effecting **commercial transactions** including **purchase** or **sale** of goods and said mapping information supports translation of an identifier code within a message as the message passes through an interface processor **without any action** affecting the **translation** by either a **sending** system or **receiving** system and at least one of said first and said different identifier codes comprise one of (a) a Universal Product Code and (b) a code associated with a bar code". This because of reasons previously given in connection with claims 1, 3 and 4.

Dependent claim 14 is considered to be patentable based on its dependence on claim 1. Claim 14 is also considered to be patentable because Brown with Povilus does not show (or suggest) the method of claim 14 in which a "first message" "supporting a commercial transaction" is "received from an application initiating a transaction and including the activity of, forwarding a composite message to a destination application in support of said transaction, said composite message being created including information derived from said first message and including one of said different identifier codes". There is no suggestion in Brown with Povilus of **deriving** "**identifier codes**" from messages effecting commercial transactions. There is also no suggestion of "accumulating, in a first database, object identifier code mapping information from identifier codes derived from data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction".

Amended independent claim 15 is considered to be patentable for reasons given in connection with claim 1 and claim 9.

Amended independent claim 16 is considered to be patentable for reasons given in connection with claim 1. Claim 16 is also considered to be patentable because Brown with Povilus does not show (or suggest) "receiving a first message supporting a commercial transaction and including at least a first identifier code identifying an object, said first identifier code being associated with a first entity; deriving said first identifier code from said received first message; accumulating, in a first database, object identifier code mapping information from identifier codes derived from data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction; generating a plurality of messages incorporating said derived first identifier code, said plurality of messages being for initiating searches of said first database and a remote identifier code database, said databases mapping said first identifier code associated with said first entity to corresponding different identifier codes identifying said object, said different identifier codes being associated with entities different to said first entity; receiving said different identifier codes corresponding to said first identifier code in response to communicating said plurality of messages; and updating said remote identifier code databases to incorporate corresponding received different identifier codes identifying said object".

As previously explained in connection with claim 1, the Brown with Povilus system builds a mapping dictionary by "accumulating, in a first database, object identifier code mapping information from identifier codes derived from data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction". Neither these features, nor the advantages these features provide, are recognized or suggested in Brown with Povilus.

Amended independent claim 17 is considered to be patentable for reasons given in connection with claim 1.

Dependent claim 18 is considered to be patentable based on its dependence on claim 17. Claim 18 is also considered to be patentable because Brown with Povilus does not show (or suggest) the feature combination of claim 18 involving "generating a record of provision of said different identifier codes for use in

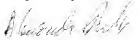
at least one of, (a) billing, and (b) creating a transaction record". Brown with Povilus does NOT generate a record of provision of said different identifier codes for use in at least one of, (a) **billing**, and (b) creating a **commercial** transaction record".

Amended independent claim 19 is considered to be patentable for reasons given in connection with claims 1, 2 and 16.

Dependent claim 20 is considered to be patentable based on its dependence on claim 19. Consequently withdrawal of the rejection of claims 1-20 under 35 USC 103(a) is respectfully requested.

Having fully addressed the Examiner's rejections, it is believed that, in view of the preceding amendments and remarks, this application stands in condition for allowance. Accordingly then, reconsideration and allowance are respectfully solicited. If, however, the Examiner is of the opinion that such action cannot be taken, the Examiner is invited to contact the applicant's attorney at the phone number below, so that a mutually convenient date and time for a telephonic interview may be scheduled.

Respectfully submitted,



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